

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of ranking sources of products or services ~~items~~, the method comprising:

displaying, on a display, a set plurality of categories, each category of the plurality of categories having a set of weights for a user to choose in order to weight the importance of the categories, each category further including at least one user selectable factor, each item of the sources of products or services being associated with the set of categories;

calculating, in a computer system, a total score for each of the sources of products or services, based on the user defined weights and user selected factors for each category;

determining, in the computer system, a ranking for each of the sources of products or services based on the total score for each of the sources of products or services; and

displaying, on the display, a search result based on the weights chosen by the user, the search result including a ranking of the ~~items~~ sources of products or services related to the total scores of the sources of products or services.

2. (Original) The method of claim 1, further comprising using each category as an area of social responsibility.

3. (Original) The method of claim 1, further comprising:

displaying a set of factors for each category when selected by the user, each factor capable of being chosen by the user; and

collating the categories weighted by the user, the factors chosen by the user, and a product chosen by the user.

4. (Original) The method of claim 3, further comprising:  
selecting a list of companies that have the product; and  
determining a rating for each company based on the categories weighted by the user and  
the factors chosen by the user.

5. (Original) The method of claim 4, wherein selecting a list of companies comprises:  
finding a set of brands associated with the product; and  
finding the company associated with each brand.

6. (Original) The method of claim 5, wherein displaying a search result comprises  
displaying the search result based on the factors chosen by the user.

7. (Original) The method of claim 6, wherein displaying a search result comprises  
ranking the brands on a five-star scale, the five-star scale including a one-star rating, a two-star  
rating, a three-star rating, a four-star rating, and a five-star rating.

8. (Currently amended) The method of claim 7, further comprising using the five-star  
ranking as the highest of the ratings determined as the best rating and the one-star ranking as the  
lowest of the ratings determined.

9. (Original) The method of claim 1, further comprising:  
receiving information from an external database; and  
quantifying the data on a scale.

10. (Original) The method of claim 1, wherein displaying a search result comprises  
displaying a ranking of companies.

11. (Currently Amended) An apparatus comprising:  
a memory that stores executable instructions for ranking sources of products or services  
~~items~~ based on a set of user preferences; and  
a processor that executes instructions to:  
display, on a display, a ~~set~~ plurality of categories, each category of the plurality of  
categories having a set of weights for a user to choose in order to weight the importance  
of the categories, each category further including at least one user selectable factor, each  
~~item~~ of the sources of products or services being associated with the set of categories;  
calculate, in a computer system, a total score for each of the sources of products  
or services, based on the user defined weights and user selected factors for each category;  
determine, in the computer system, a ranking for each of the sources of products  
or services based on the total score for each of the sources of products or services; and  
display, on the display, a ~~search result based on the weights chosen by the user~~,  
~~the search result~~ including a ranking of the ~~items~~ sources of products or services related  
to the total scores of the sources of products or services.

12. (Original) The apparatus of claim 11, further comprising instructions to use each  
category as an area of social responsibility.

13. (Original) The apparatus of claim 11, further comprising instructions to:  
display a set of factors for each category when selected by the user, each factor capable  
of being chosen by the user; and  
collate the categories weighted by the user, the factors chosen by the user, and a product  
chosen by the user.

14. (Original) The apparatus of claim 13, further comprising instructions to:  
select a list of companies that have the product; and

determine a rating for each company based on the categories weighted by the user and the factors chosen by the user.

15. (Original) The apparatus of claim 14, wherein instructions to select a list of companies comprises instructions to:

- find a set of brands associated with the product; and
- find the company associated with each brand.

16. (Original) The apparatus of claim 15, wherein instructions to display a search result comprises instructions to display the search result based on the factors chosen by the user.

17. (Original) The apparatus of claim 16, wherein instructions to display a search result comprises instructions to rank the brands on a five-star scale, the five-star scale including a one-star rating, a two-star rating, a three-star rating, a four-star rating, and a five-star rating.

18. (Currently Amended) The apparatus of claim 17, further comprising instructions to use the five-star ranking as the highest of the ratings determined ~~as the best rating~~ and the one-star ranking as the lowest of the ratings determined.

19. (Original) The apparatus of claim 11, further comprising instructions to:  
receive information from an external database; and  
quantify the data on a scale.

20. (Original) The apparatus of claim 11, wherein instructions to display a search result comprises instructions to display a ranking of companies.

21. (Currently Amended) An article comprising a machine-readable medium that stores executable instructions for ranking sources of products or services ~~items~~ based on a set of user preferences, the instructions causing a machine to:

display, on a display, a ~~set~~ plurality of categories, each category of the plurality of categories having a set of weights for a user to choose in order to weight the importance of the categories, each category further including at least one user selectable factor, each ~~item~~ of the sources of products or services being associated with the set of categories;

calculate, in a computer system, a total score for each of the sources of products or services, based on the user defined weights and user selected factors for each category;

determine, in the computer system, a ranking for each of the sources of products or services based on the total score for each of the sources of products or services; and

display, on the display, a ~~search result based on the weights chosen by the user, the search result~~ including a ranking of the ~~items~~ sources of products or services related to the total scores of the sources of products or services.

22. (Original) The article of claim 21, further comprising executable instructions causing a machine to use each category as an area of social responsibility.

23. (Original) The article of claim 21, further comprising executable instructions causing a machine to:

display a set of factors for each category when selected by the user, each factor capable of being chosen by the user; and

collate the categories weighted by the user, the factors chosen by the user, and a product chosen by the user.

24. (Original) The article of claim 23, further comprising executable instructions causing a machine to:

select a list of companies that have the product; and

determine a rating for each company based on the categories weighted by the user and the factors chosen by the user.

25. (Original) The article of claim 24, wherein executable instructions causing a machine to select a list of companies comprises executable instructions causing a machine to:

find a set of brands associated with the product; and

find the company associated with each brand.

26. (Original) The article of claim 25, wherein executable instructions causing a machine to display a search result comprises executable instructions causing a machine to display the search result based on the factors chosen by the user.

27. (Original) The article of claim 26, wherein executable instructions causing a machine to display a search result comprises executable instructions causing a machine to rank the brands on a five-star scale, the five-star scale including a one-star rating, a two-star rating, a three-star rating, a four-star rating, and a five-star rating.

28. (Currently Amended) The article of claim 27, further comprising executable instructions causing a machine to use the five-star ranking as the highest of the ratings determined as the best rating and the one-star ranking as the lowest of the ratings determined.

29. (Original) The article of claim 21, further comprising executable instructions causing a machine to:

receive information from an external database; and

quantify the data on a scale.

30. (Original) The article of claim 21, wherein executable instructions causing a machine to display a search result comprises executable instructions causing a machine to display a ranking of companies.